PSYC 290 Chp 2 - Key terms and Key people

General Psychology (Athabasca University)

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Chapter 2: The Research Enterprise in Psychology

Key People:

1. **Stanley Schachter-** studied the effect of anxiety and affiliation.
2. **Robert Rosenthal** - studied experimenter bias, a researcher's unintended influence on the behaviour of subjects.
3. **Neal Miller** - Asserted that the benefits of animal research (e.g, the resulting treatment for mental and physical disorders) far outweigh the harm done.
4. **Andrew Elliot and Markus Maier** - formulated a theory on how colour might influence behaviour.

Key Terms:

1. **Variables** - Any of the factors in an experiment that are controlled or observed by an experimenter or that in some other way affect the outcome.
2. **Hypothesis**- A tentative statement about the expected relationship between two or more variables.
3. **Operational definition**- Precisely defines each variable in a study in terms of the operations needed to produce or measure that variable.
4. **Subjects**- term used to refer to nonhuman animals whose behaviour is being systematically observed in a study.
5. **Research methods**- differing ways of conducting research, which include experiments, case studies, surveys, and naturalistic observation.
6. **Experiement**- A research method in which independent variables are manipulated and that permits causal interpretations.

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7. **Independent variable**- A condition or event that an experimenter varies/manipulates in order to observe its impact.
8. **Dependent variable** - The variable that results from the manipulation in an experiment.
9. **Experimental group**- The group in an experiment that receives a treatment as part of the independent variable manipulation.
10. **Control group** - The group in an experiment that does not receive the treatment.
11. **Extraneous variable** - Any variable other than the independent variables that seem likely to influence the dependent measure in an experiment.
12. **Random assignment**- Distribution of subjects in an experiment in which each subject has an equal chance of being assigned to any group or condition.
13. **Correlation-** A link or association between variables such that one can be predicted from the other.
14. **Correlation coefficient-** The statistic that indicates the degree of relationship between variables.
15. **Naturalistic observation-** A research method in which the researcher observes behaviour in the natural environment without directly intervening.
16. **Case Study**- An in-depth, generally subjective investigation of an individual subject.
17. **Survey**- A questionnaire or interview used to gather information about specific aspects of subjects' behaviour.
18. **Data collection techniques**- Procedures for making empirical observations, including questionnaires, interviews, psychological tests, and physiological recordings.
19. **Anecdotal evidence**- Support for a particular point of view through the use of personal and vivid (but frequently misleading) stories.
20. **Replication-** A repetition of a study to determine whether the previously obtained results can be duplicated.

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21. **Sample -** A group of subjects taken from a larger population.

22. **Population-** A larger group from which a sample is drawn and to which the researcher wishes to generalize.

23. **Sampling bias-** Exists when a sample is not representative of the population from which it is drawn.

24. **Experimenter bias**- Occurs when a researcher's expectations influence the results of the study.

25. **Placebo effects**- Effects that occur when subjects experience a change due to their expectations (or to fake treatment)

26. **Confounding of variables -** Occurs when an extraneous variable makes it difficult to sort out the effects of the independent variable.

27. **Social desirability bias-** The tendency to answer questions about oneself in a socially approved manner.

28. **Double-blind study -** A research strategy in which neither the subject nor experimenters know which condition or treatment the subjects are in.

29. **Journal**- A periodical that publishes technical and scholarly materials within a discipline.

30. **Theory-** A system of interrelated ideas used to explain a set of observations.

31. **Participants** - Term generally used to refer to the people whose behaviour is being systematically observed in a study.

32. **Internet-mediated studies** - refers to studies conducted on the Web.

33. **Reactivity** - when a subject's behaviour is changed because of the presence of an observer.

34. **Response set-** tendency to respond to questions in a particular wat that is unrelated to the content of the questions.

35. **Descriptive Statistics-** Used to organize and summarize data

36. **Median**- The score that falls exactly in the centre of a distribution of scores.

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37. **Mean**- the arithmetic average of the scores in a distribution

38. **Mode**- The most frequent score in a distribution.

39. **Central tendency**- single value that attempts to describe a set of data. Mean, median, mode are the measures of central tendency.

40. **Variability**- Refers to how much the scores in a data set vary from each other and from the mean.

41. **Standard Deviation-** An index of the amount of variability in a set of data.

42. **Normal Distribution**- A symmetrical, bell-shaped curve that represents the pattern in which many human characteristics are dispersed in the population.

43. **Relative measures**- assessing how people score on a trait in comparison to other people

44. **Percentile Score**- Indicates the percentage of people who score at or below a particular score.

45. **Inferential Statistics**- Used to interpret data and draw conclusions.

46. **Statistical Significance**- when probability that the observed findings are due to chance is very low.

Meta-analysis- combines statistical results of many studies of the same question yielding an estimate of the size and consistency of a variable's effects.

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